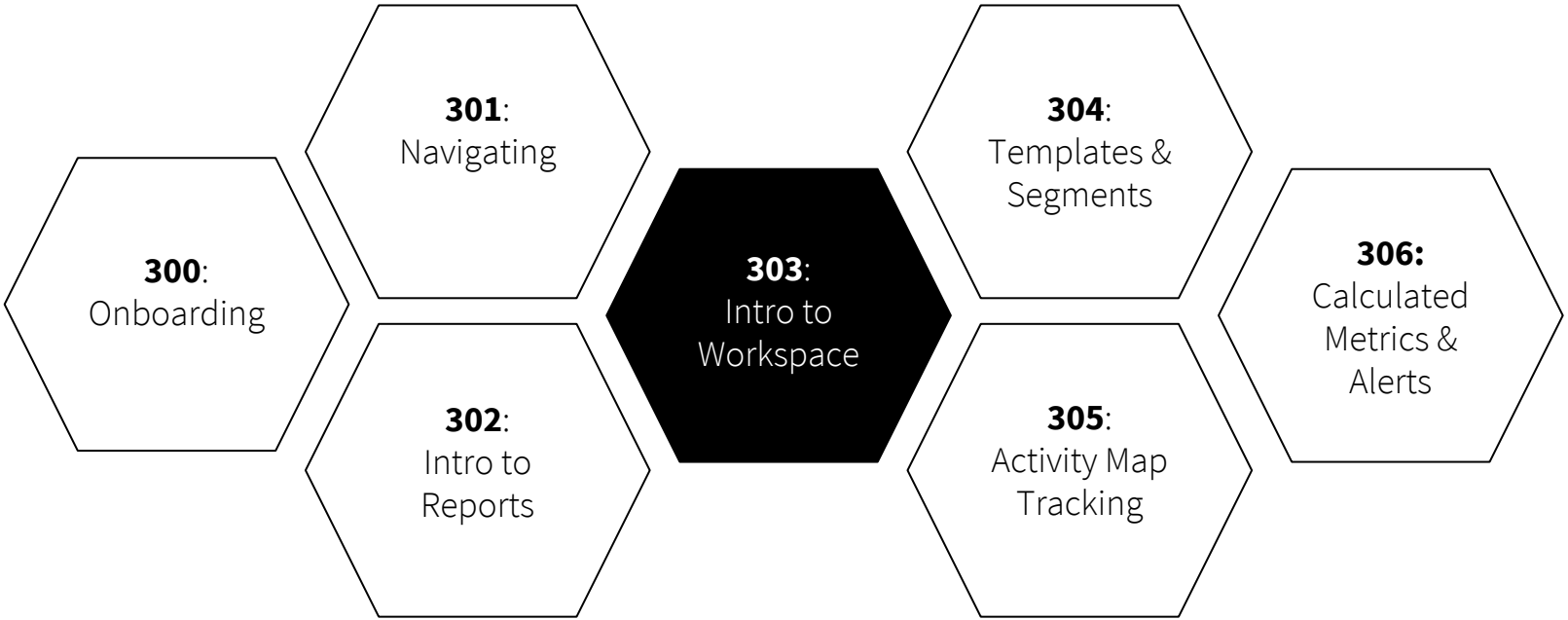
303 - Intro to Workspace

Adobe Analytics - Basic Training

Adobe Analytics: Basic Training



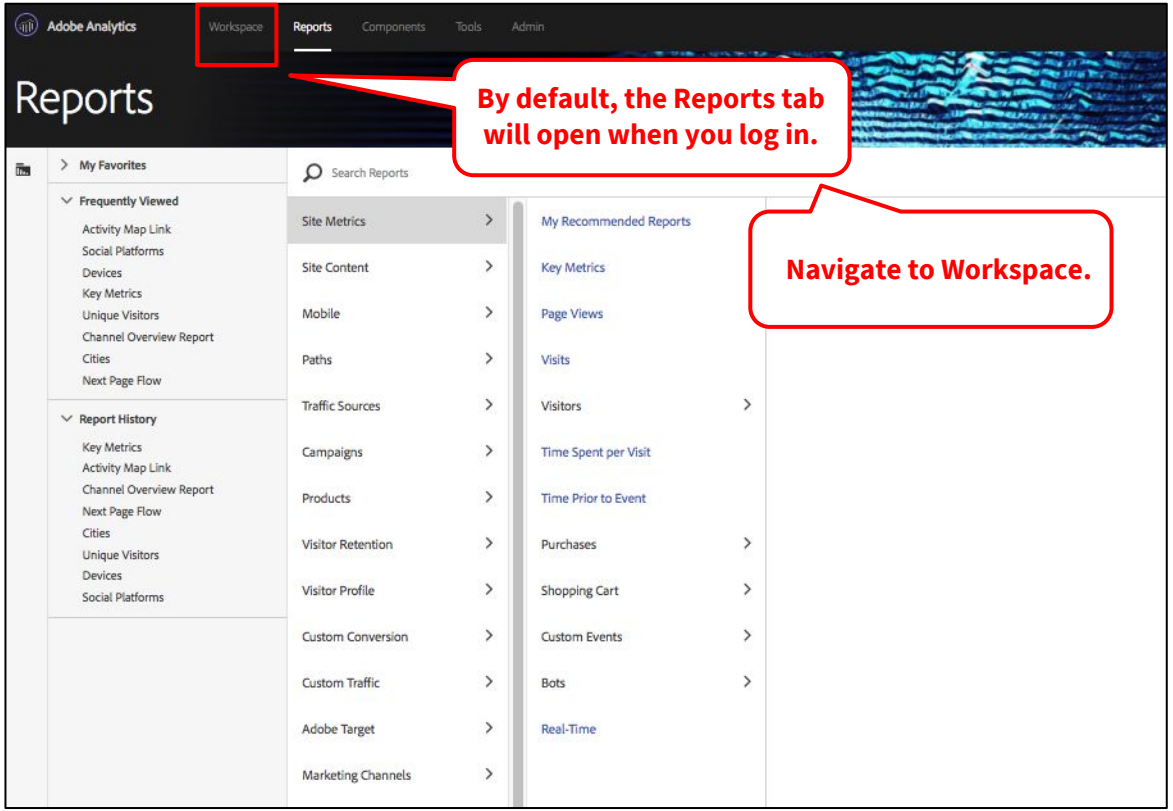
1. **What** is Workspace?
2. How to **navigate** to Workspace
3. How to **create a new project**
4. How to **break down data** in Workspace
5. How to **share a project** in Workspace

1. What is Workspace?

Workspace is a **freeform** environment that allows you to **build custom analysis** projects. You can direct research across your data to **answer specific questions** and **put together narratives** about your audience's interactions on a website or app. You can also leverage **Cru's templates** for quick and easy reporting.

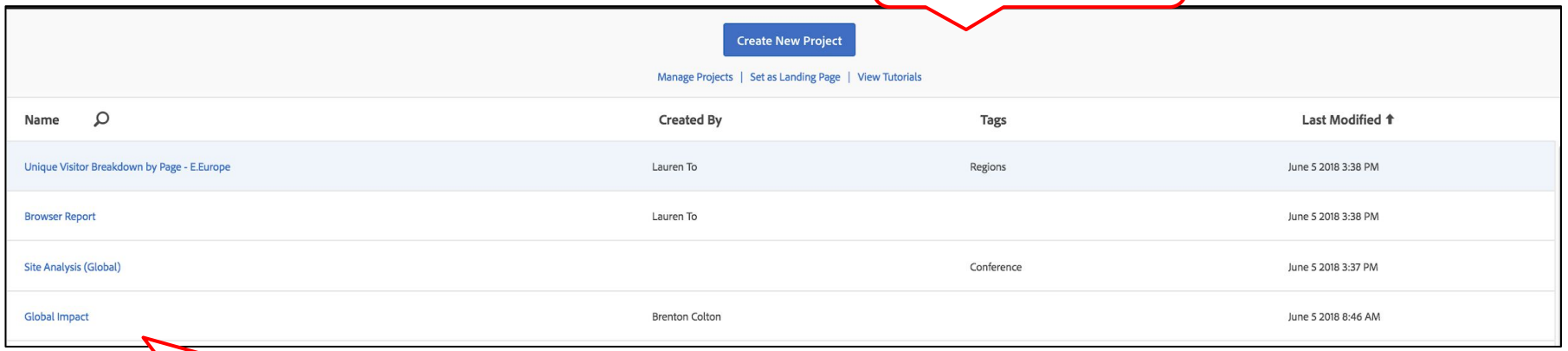
2. How to **navigate** to Workspace

2. How to **navigate** to Workspace



2. How to **navigate** to Workspace

Welcome to Workspace!



In Workspace, you will see a list of projects that **you've created**, and any projects that **have been shared with you**.

3. How to **create a new project**

How to **create a new project**

1. Open a new project in Workspace

2. Choose ‘blank project’

3. Verify report suite. Segment data if needed

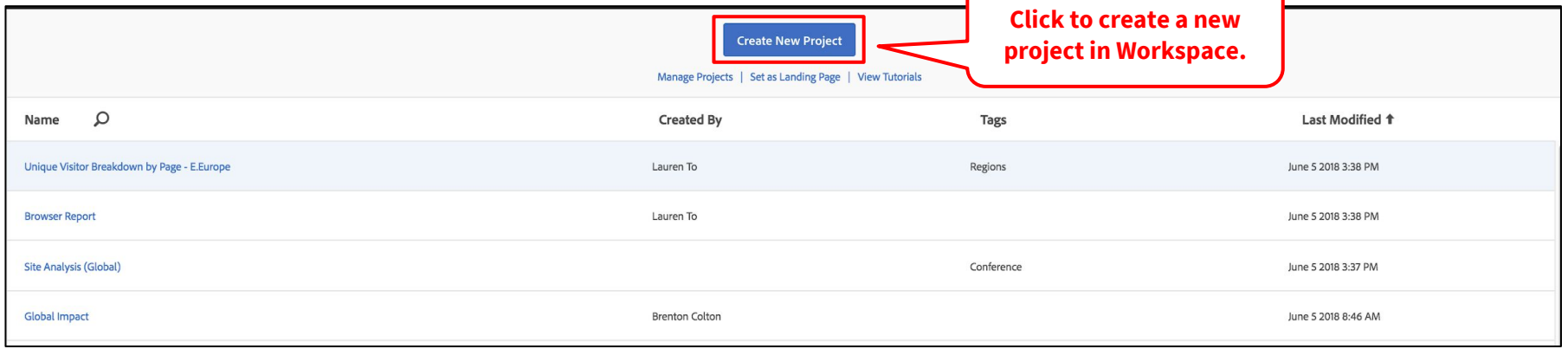
4. Add a dimension to the table

5. Add a metric to the table

6. Add a visualization

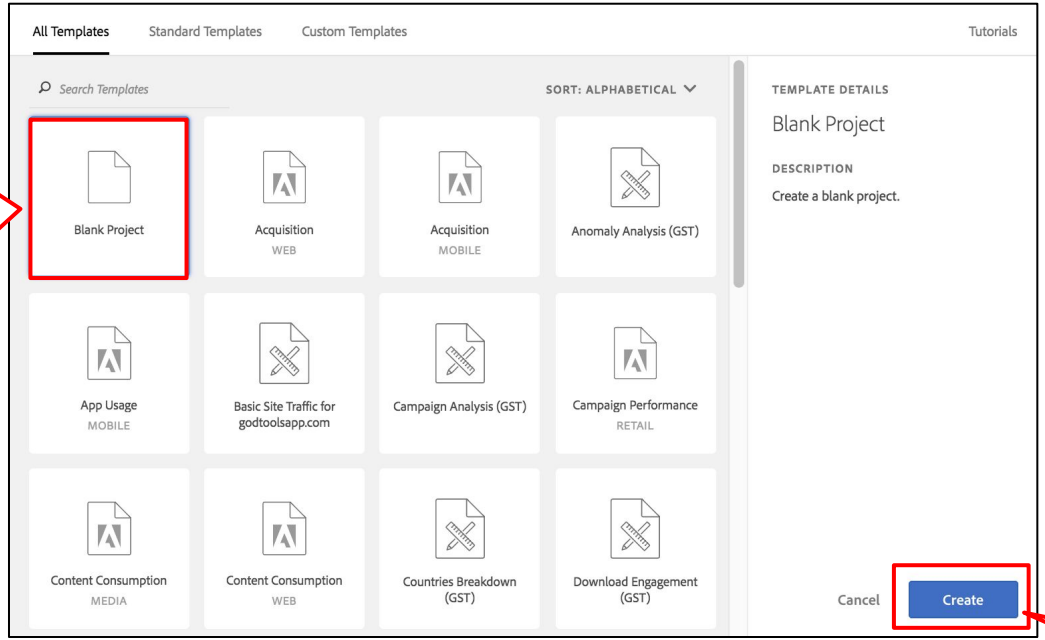
7. Save the project.

1. Open a new project in Workspace



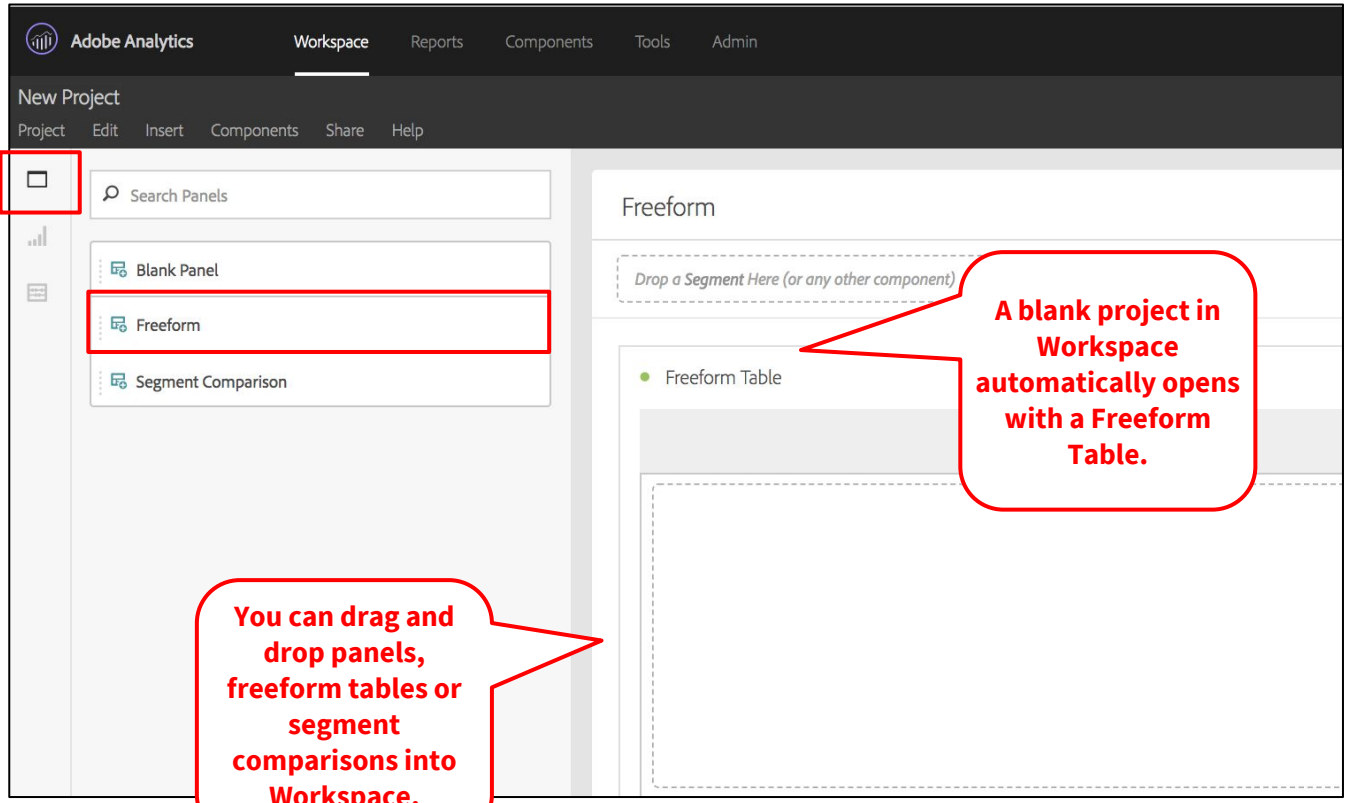
2. Choose blank project

Select ‘Blank Project’ to get started.
(We’ll cover how to use Templates in AA training 304).

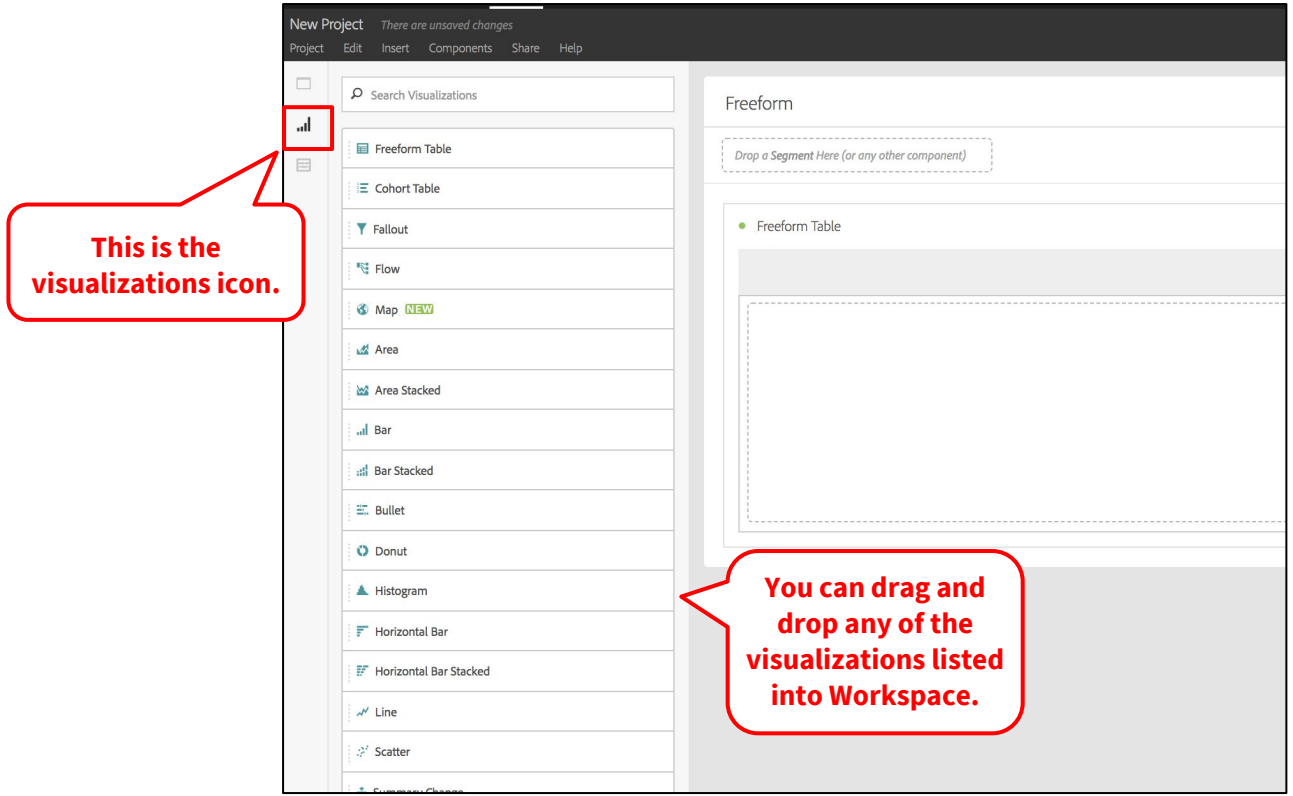


Click Create.

2. Choose blank project - navigating



2. Choose blank project - navigating



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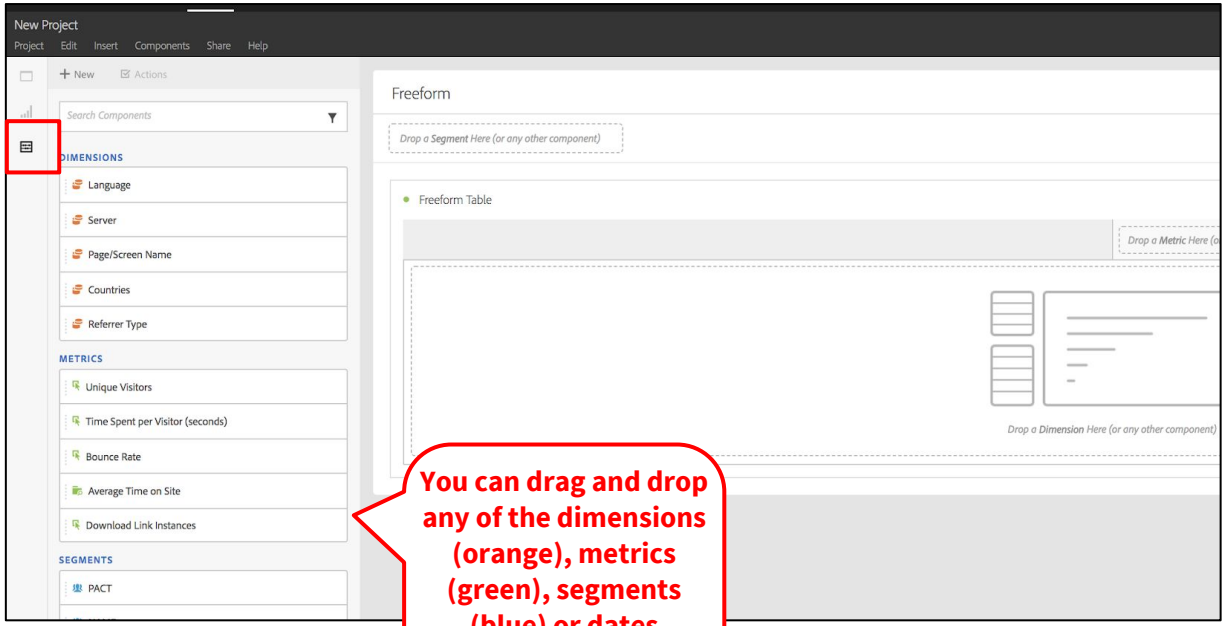
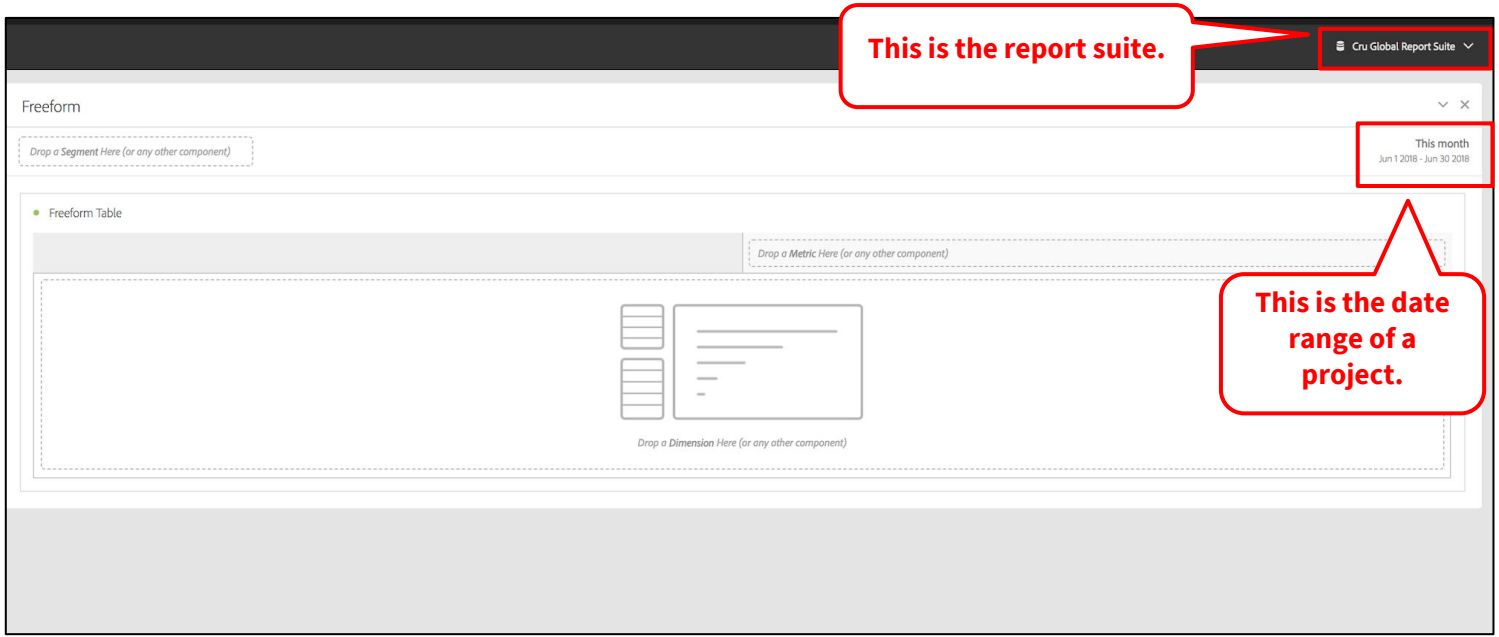


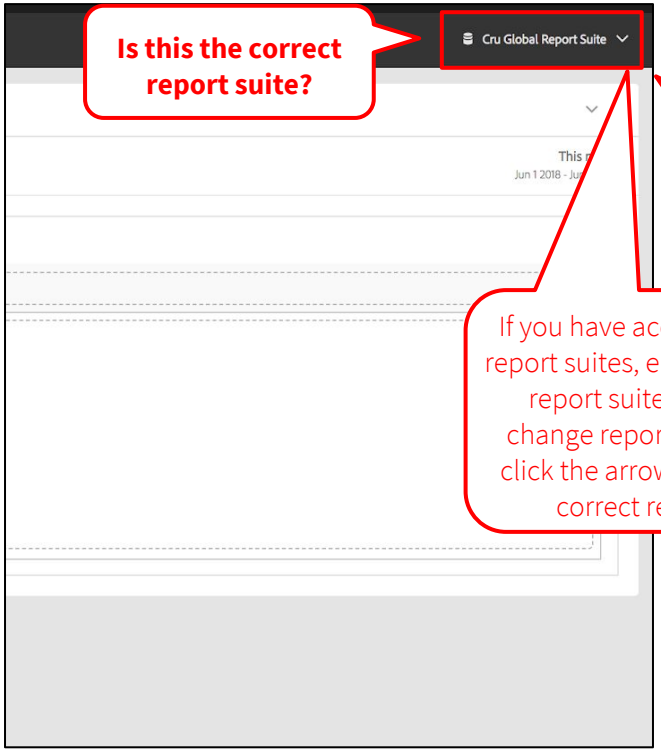
This is the Components icon.

You can drag and drop any of the dimensions (orange), metrics (green), segments (blue) or dates (purple)listed into a table in Workspace.

2. Choose blank project - navigating



3. Verify report suite & segment data if needed



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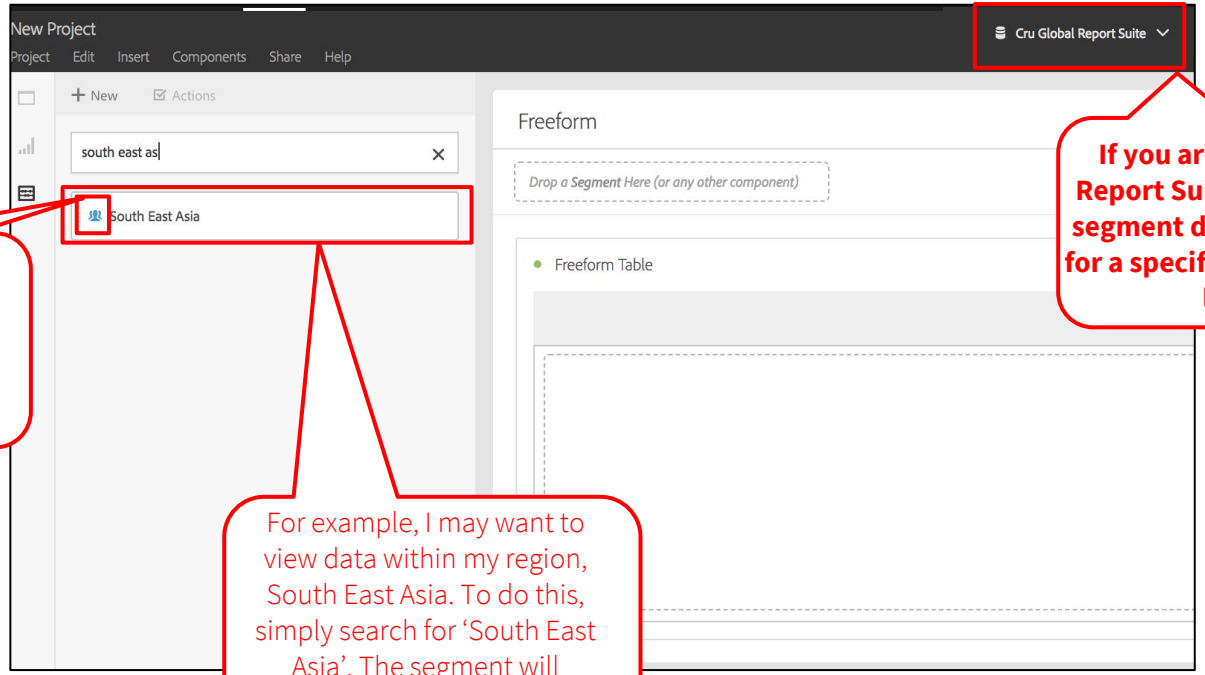
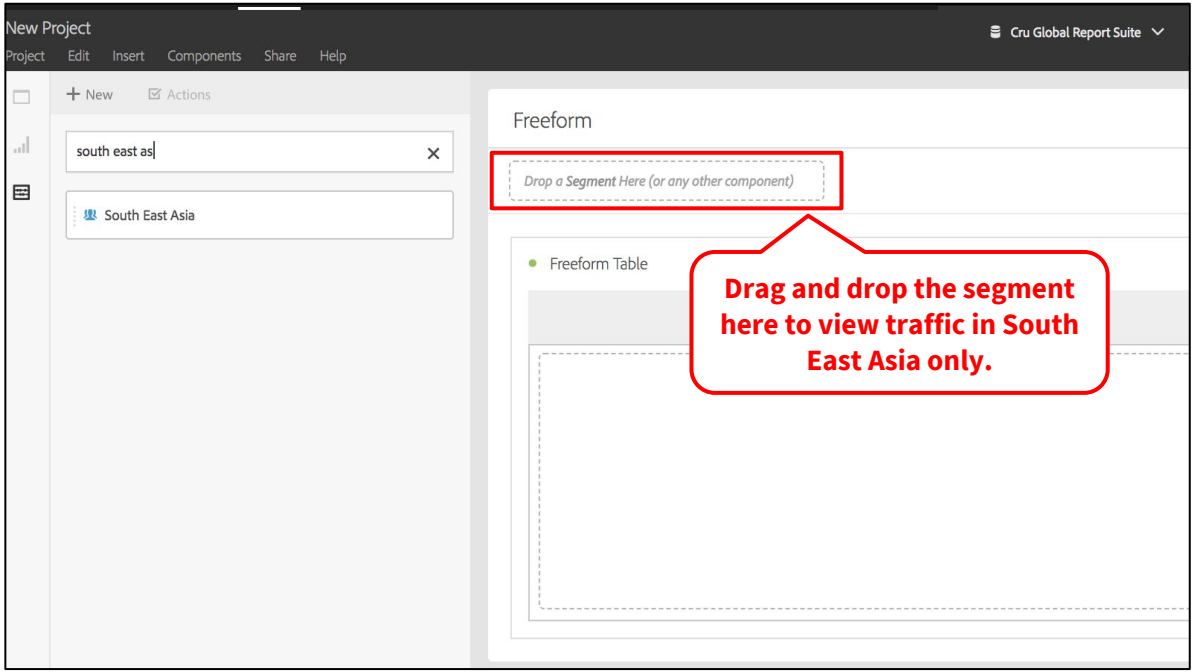


Segments are custom subsets of data. They are indicated by the blue people icon under Components.

For example, I may want to view data within my region, South East Asia. To do this, simply search for 'South East Asia'. The segment will appear.

If you are using the Global Report Suite, you will need to segment data in order to filter for a specific website, region or language.

3. Verify report suite & segment data if needed



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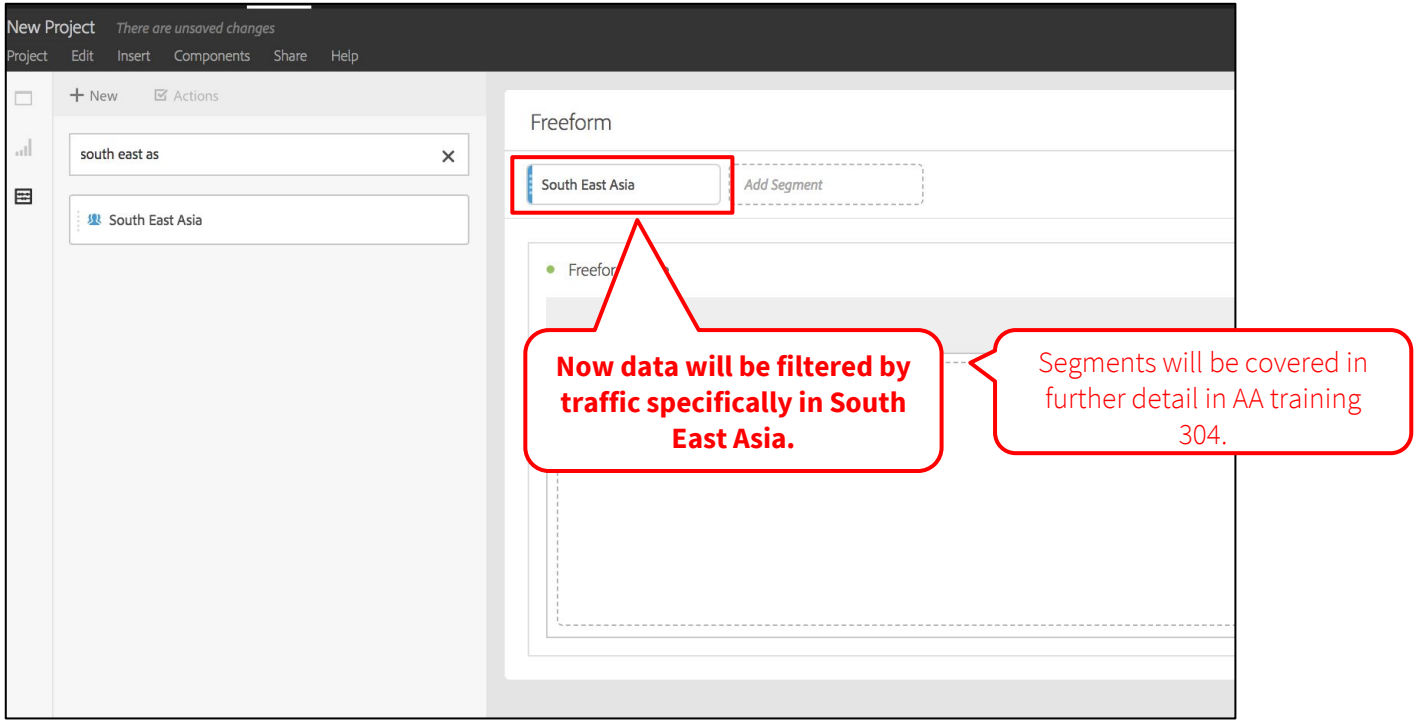
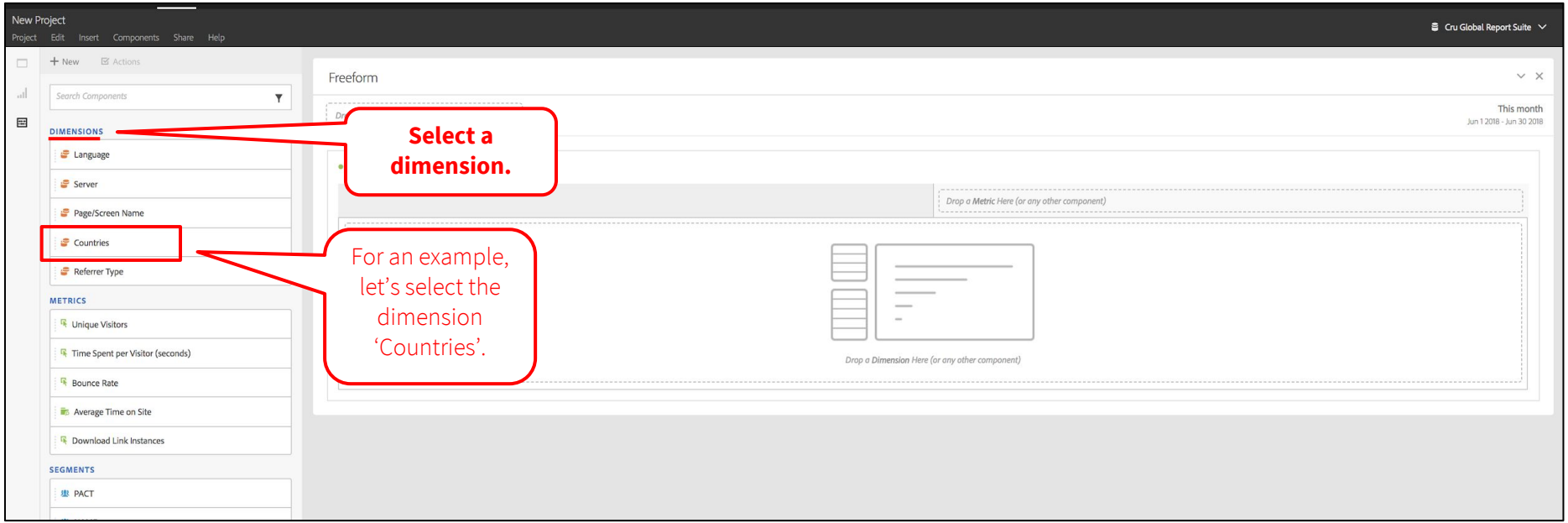


4. Add a dimension to the table



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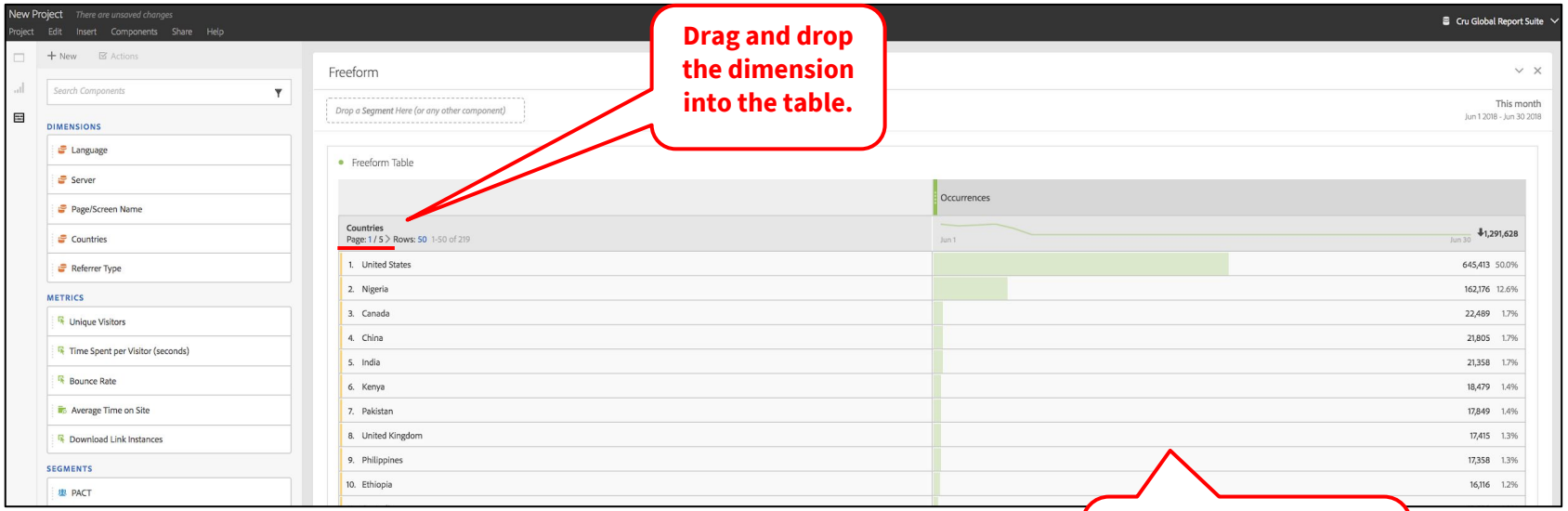
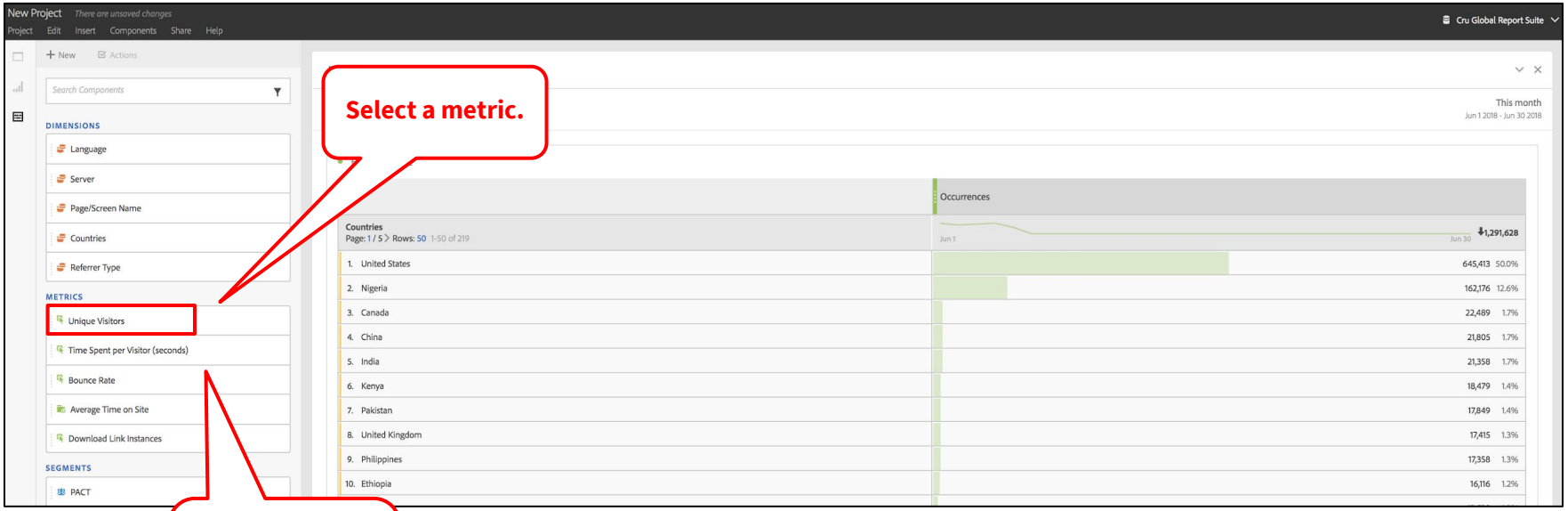


Drag and drop the dimension into the table.

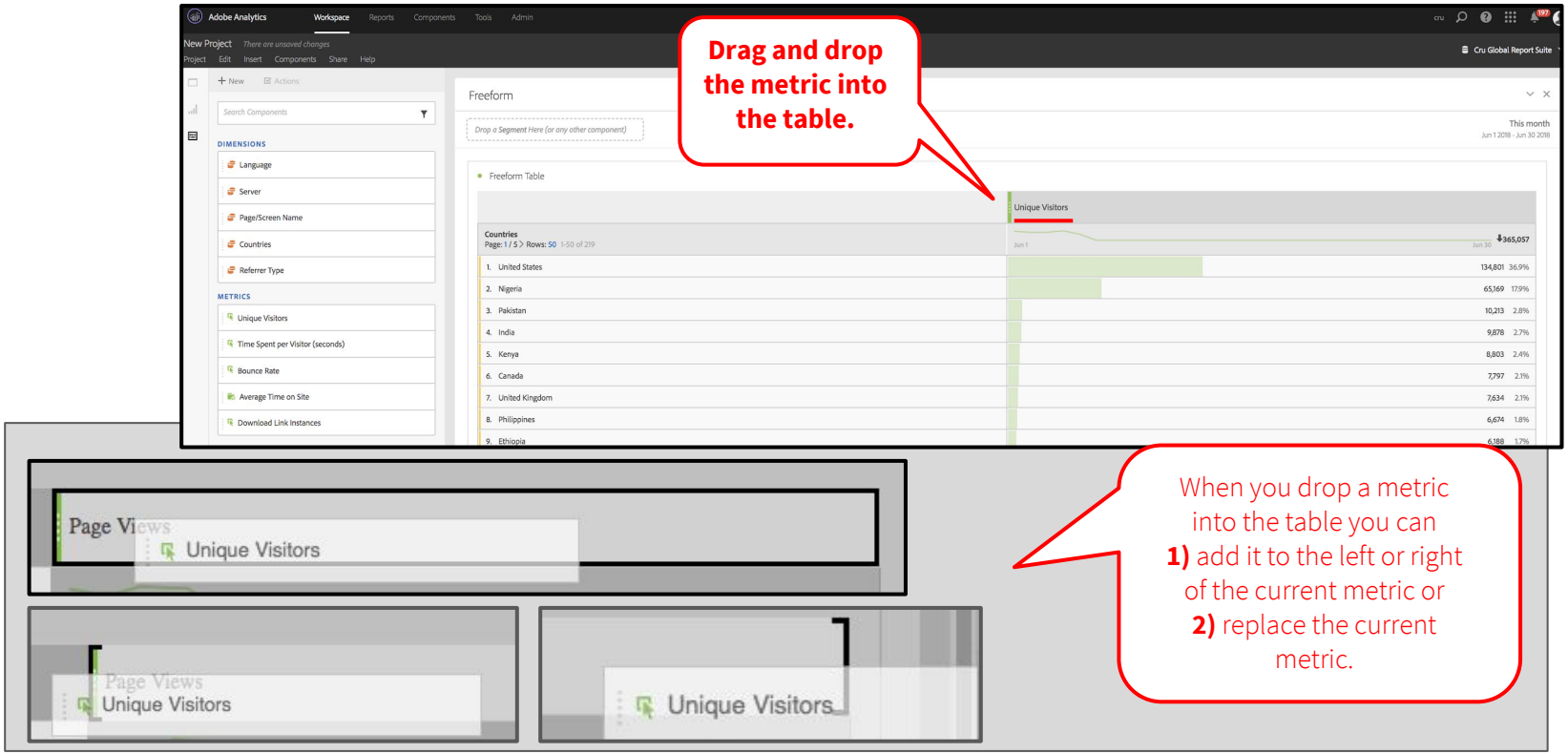
The metric 'Occurrences' populates automatically if there are no other metrics in the table.

5. Add a metric to the table



For an example, let's select the metric 'Unique Visitors'.

5. Add a metric to the table



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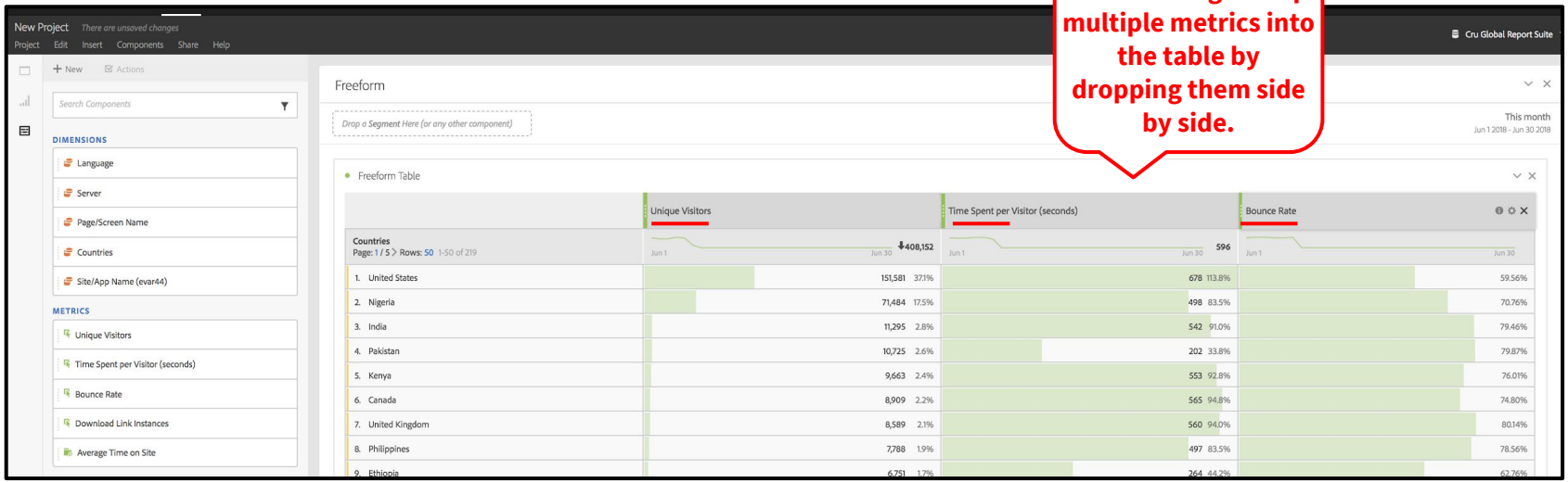

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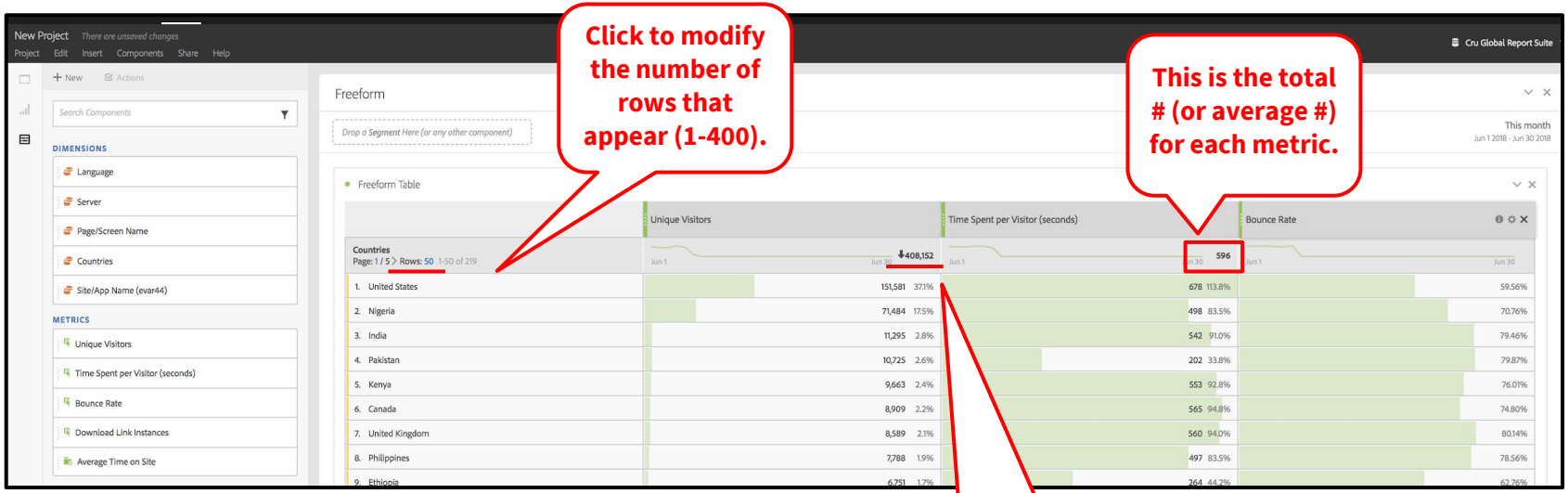
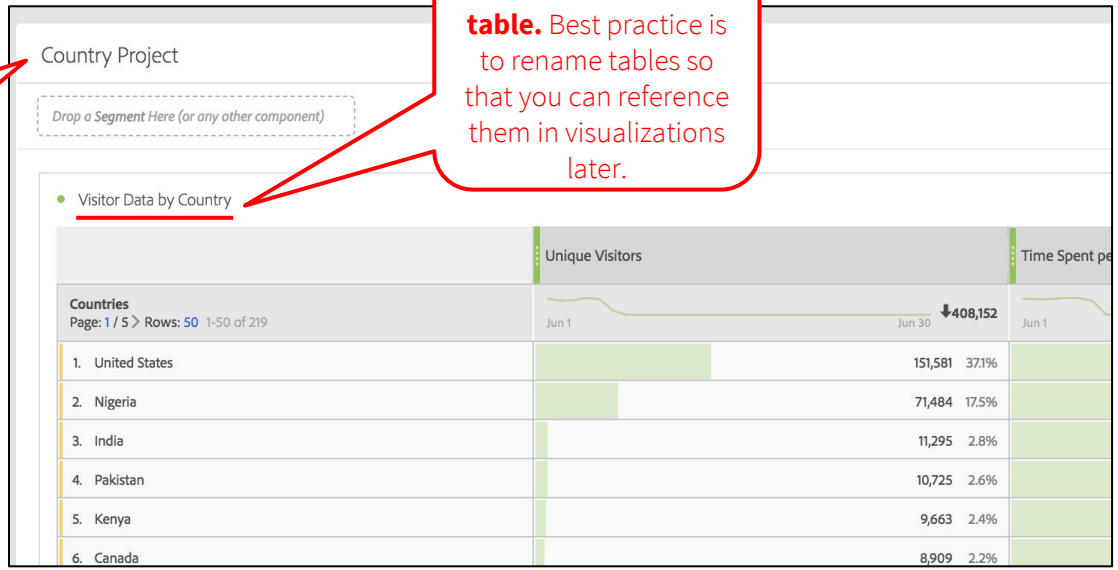


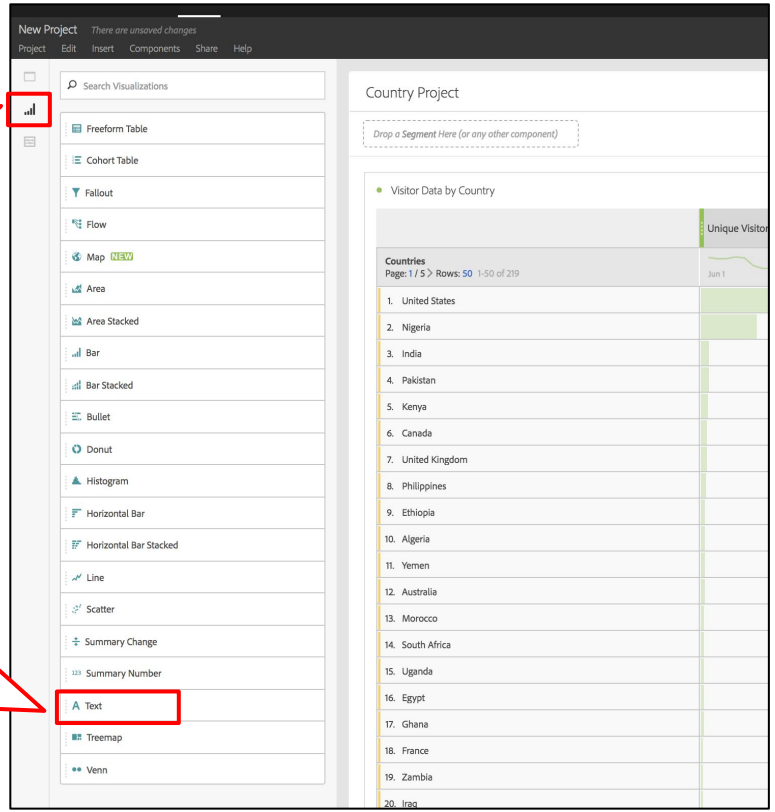
5. Add a metric to the table

This is the title of the panel. Simply type over existing text to rename a panel.

This is the title of the table. Best practice is to rename tables so that you can reference them in visualizations later.



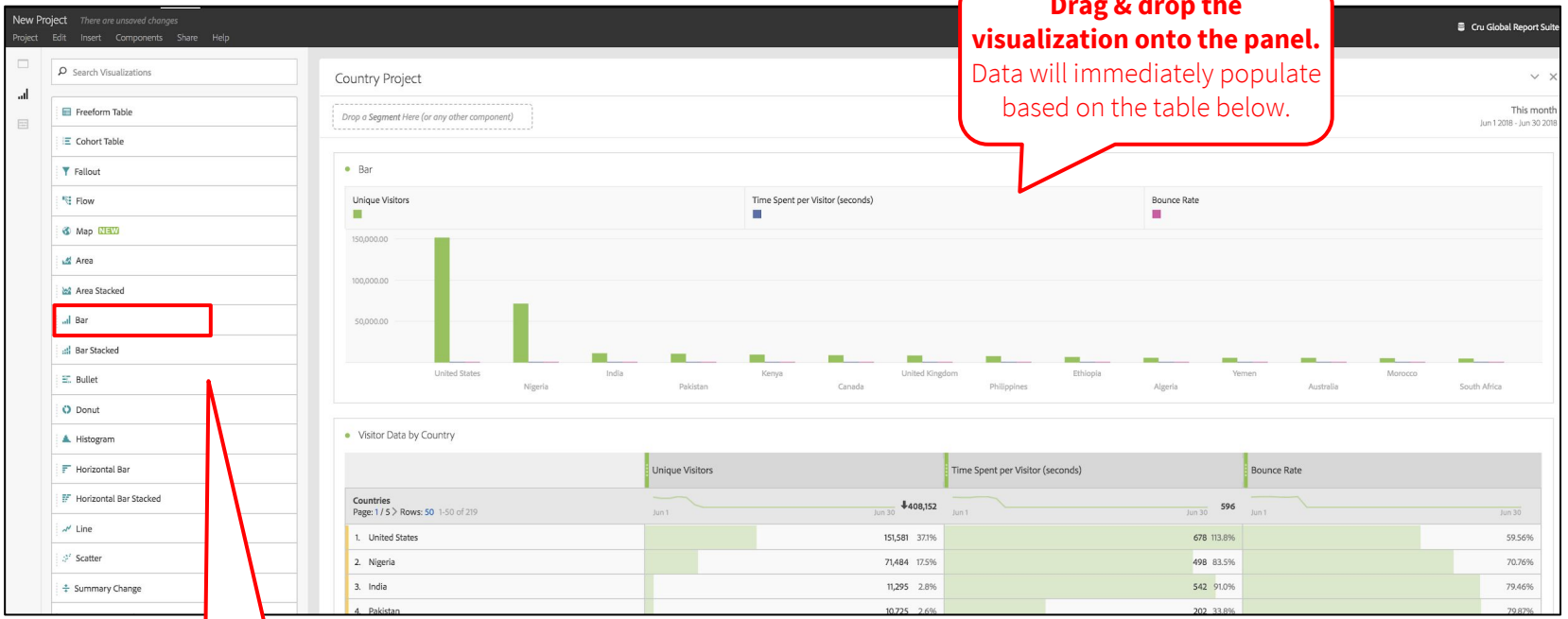
6. Add a visualization



Select the visualization icon to view visualizations.

Some common visualizations are Bar, Donut & Line graphs. You can also add additional Text to a project here.

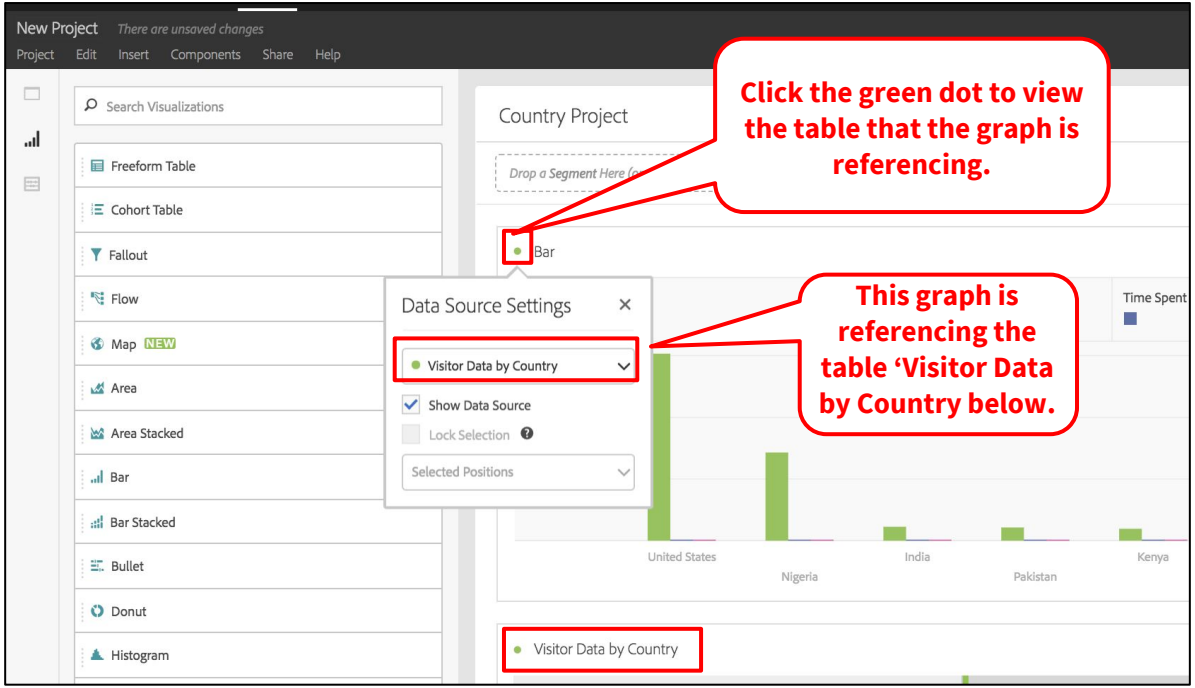
6. Add a visualization



Drag & drop the visualization onto the panel. Data will immediately populate based on the table below.

For an example, let's select **Bar** graph.

6. Add a visualization



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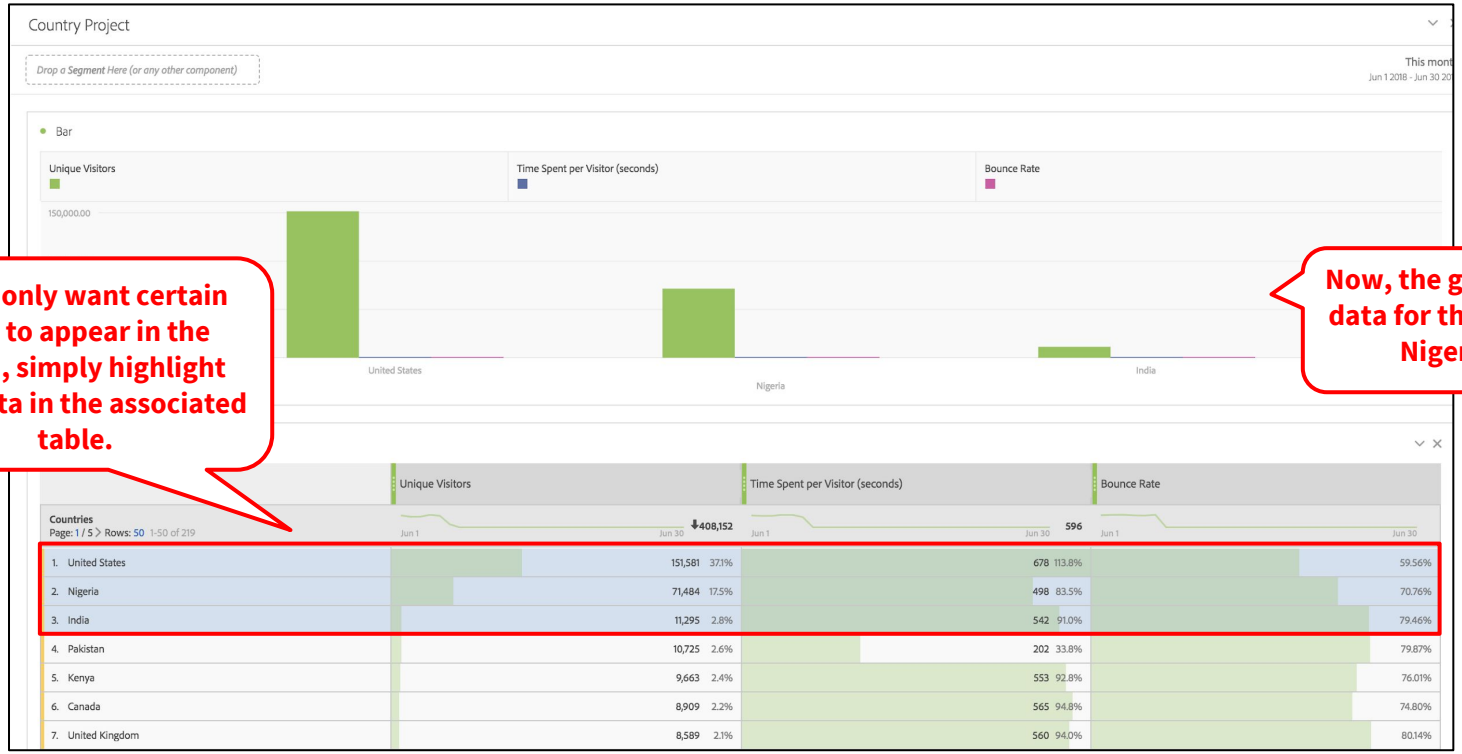
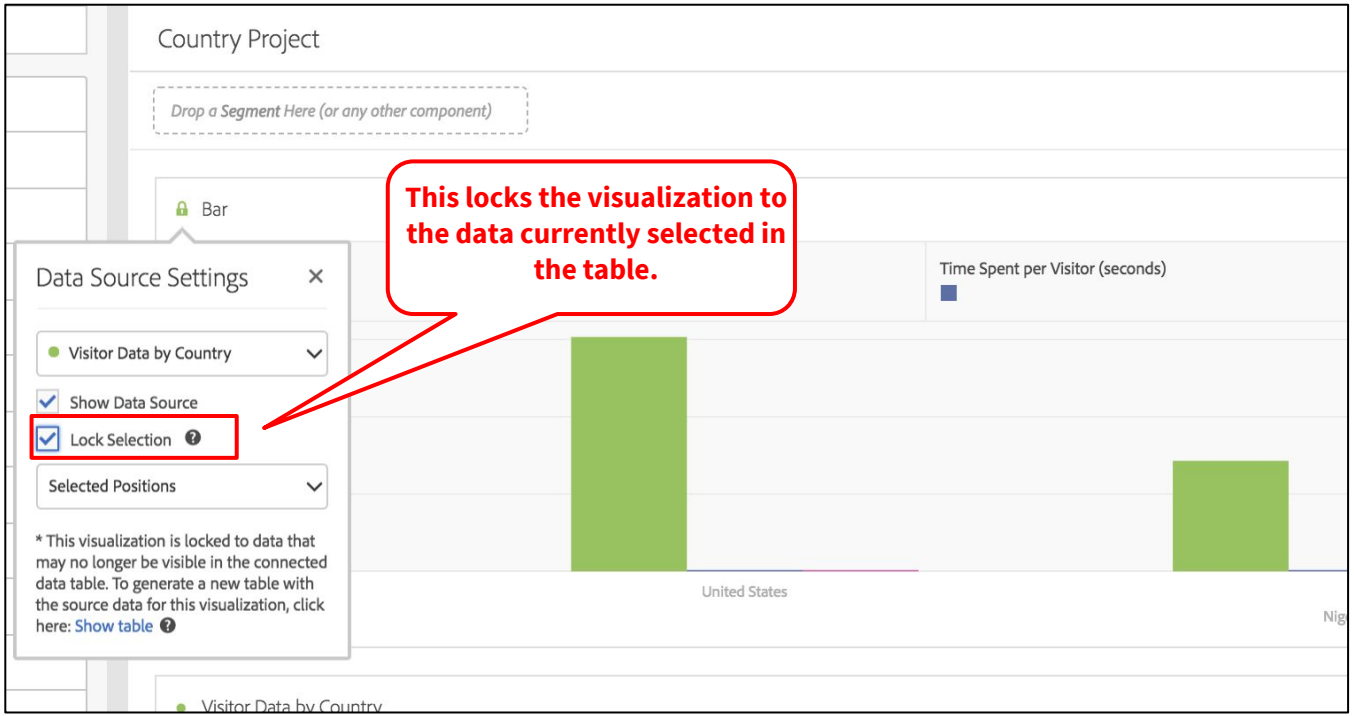


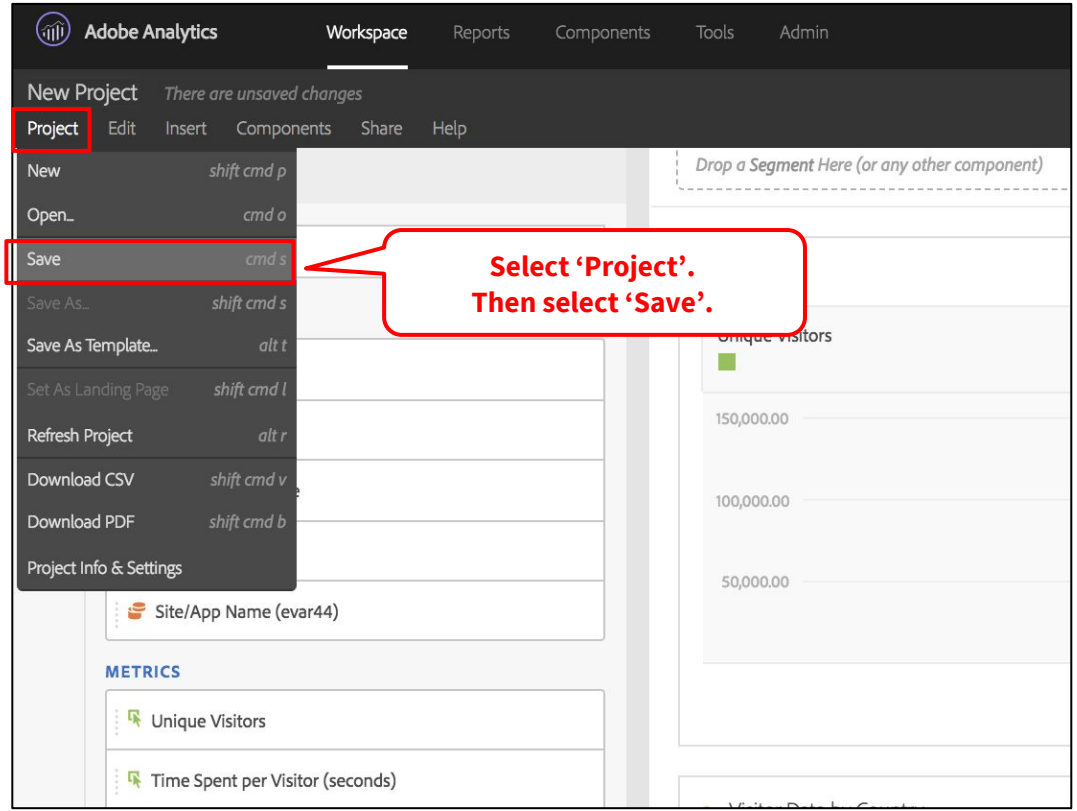
If you only want certain data to appear in the graph, simply highlight that data in the associated table.

Now, the graph only shows data for the United States, Nigeria & India.

6. Add a visualization



7. Save the project



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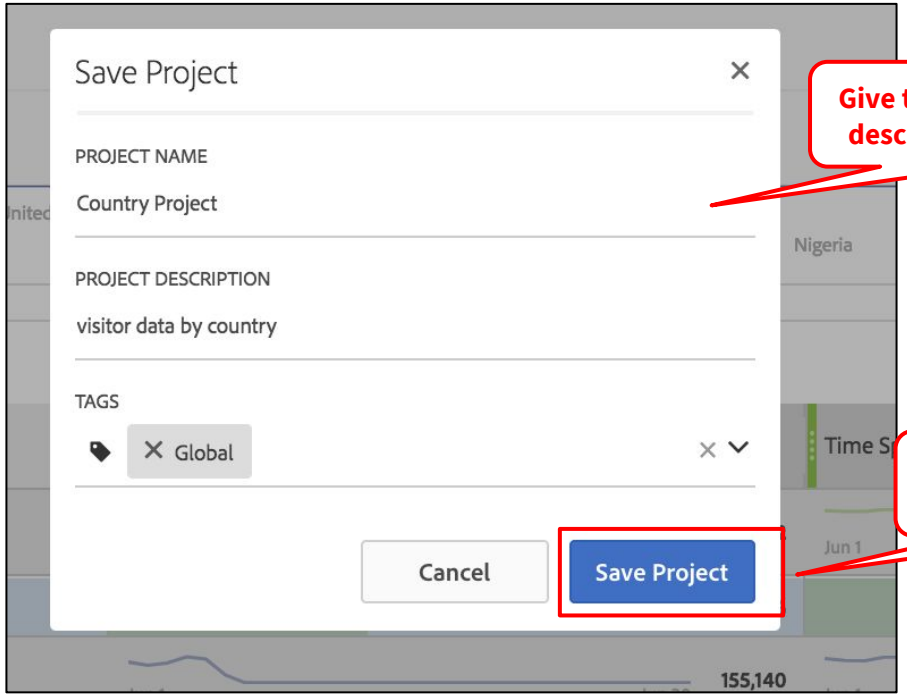
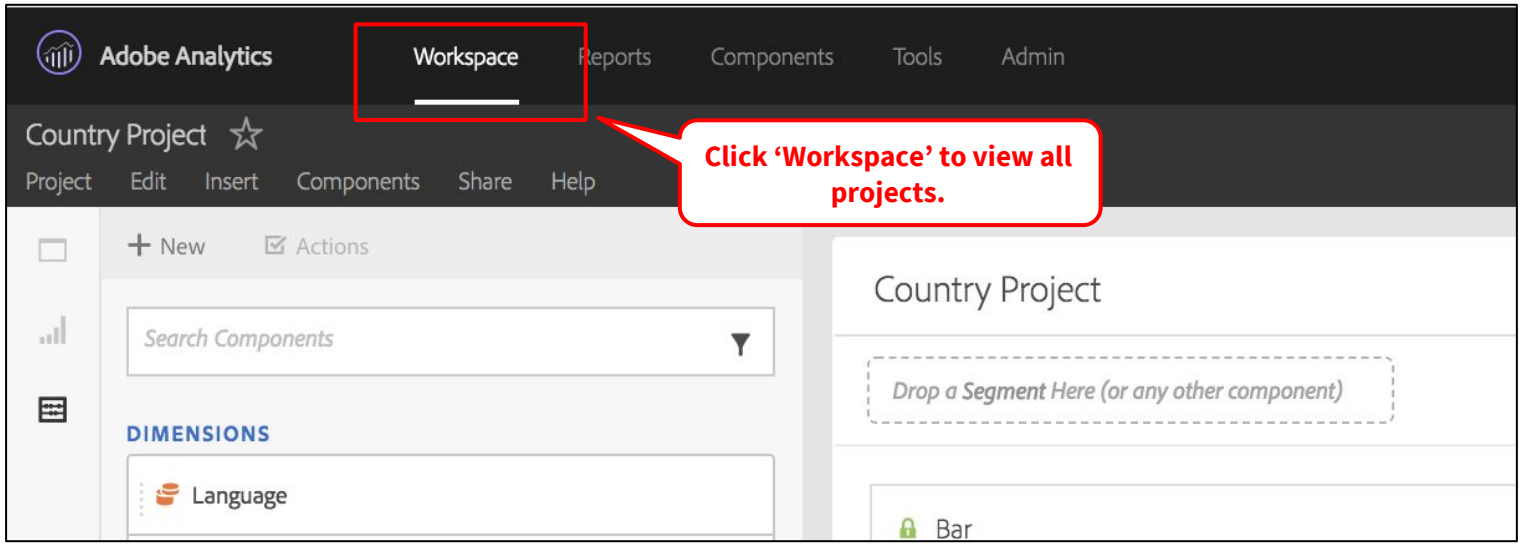


Give the project a name and description to find it later.

Click ‘Save Project’.

7. Save the project



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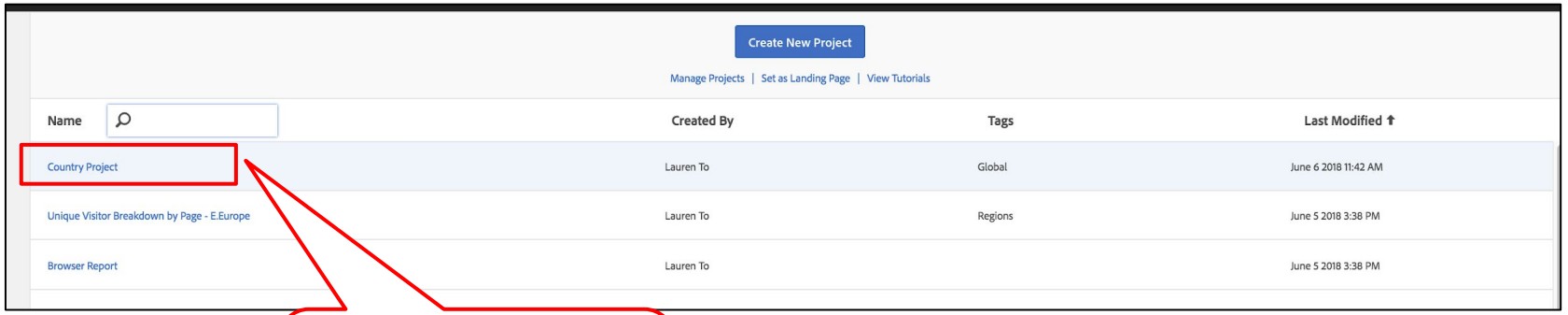


Voila! Here is our project.
Return to Workspace to edit or share the project with others at any time.

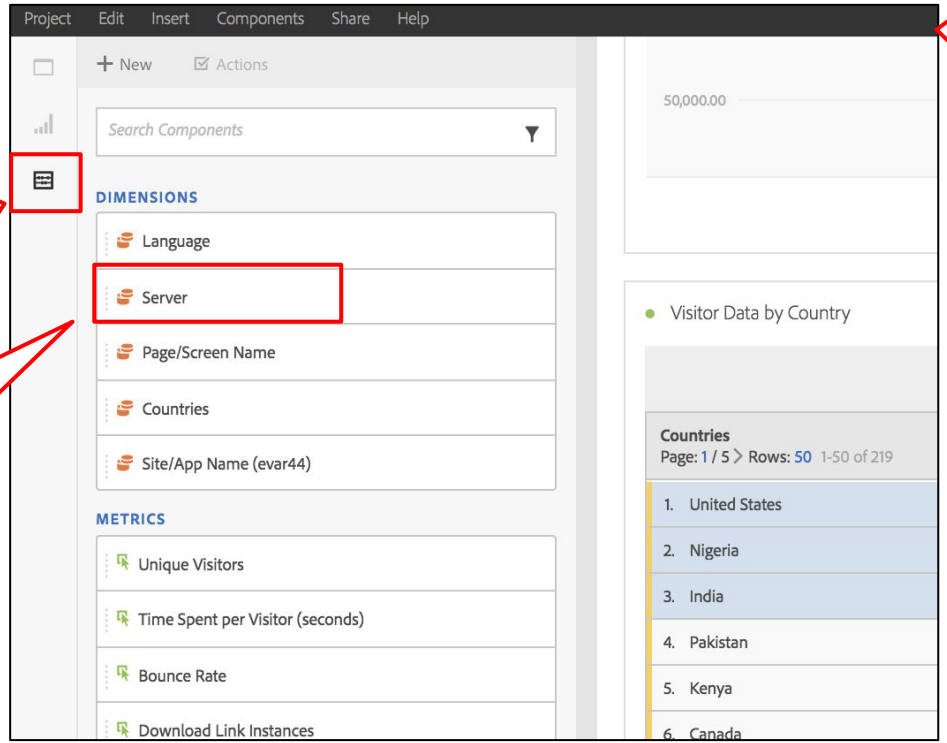
4. How to **break down data** in Workspace

4. How to create **breakdowns** in Workspace

Breakdowns allow you to break down Analytics variables into more specific data. Breakdowns help you answer specific questions about your site or app.

You can breakdown data by any dimension. To access dimensions, click the 'Components' icon.

For an example, let's select the dimension, **Server**.



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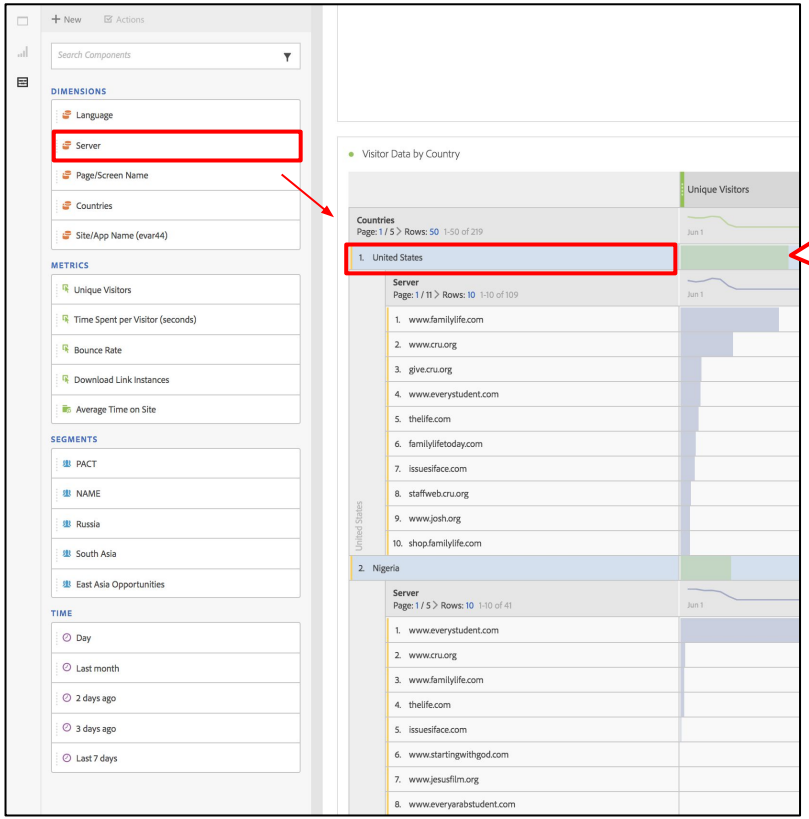
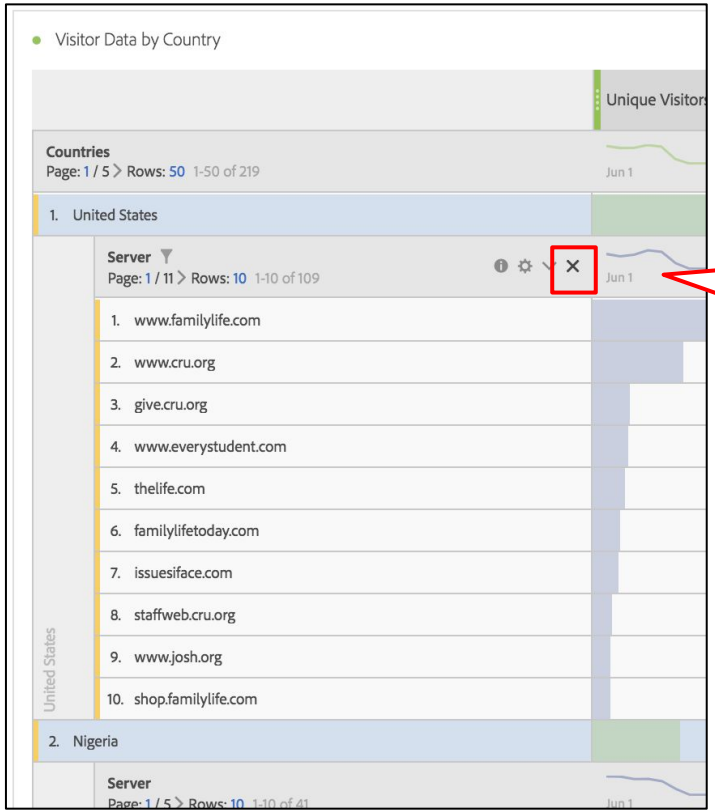


Drag the dimension & drop into the table. Dropping 'Server' over the 'United States' breaks down United States traffic by Server.

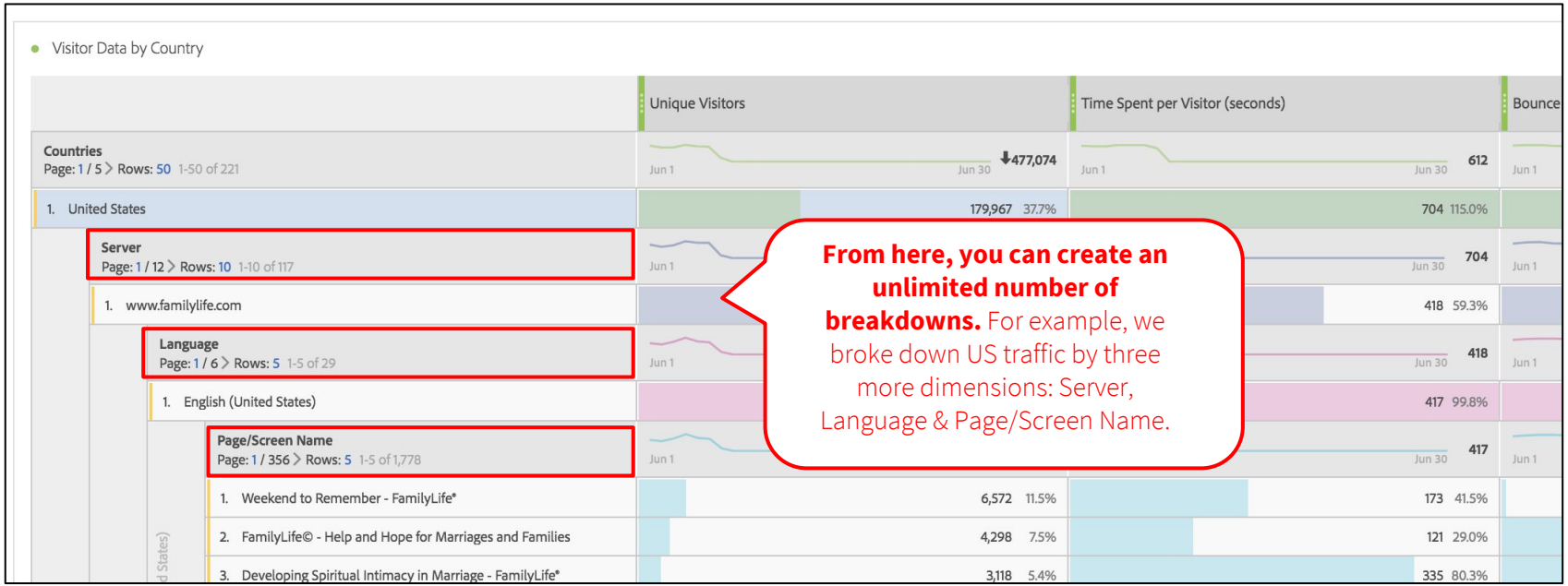
If you were to drop the 'Server' dimension over 'Countries', the Countries dimension would be replaced.

4. How to create **breakdowns** in Workspace



To remove any dimension or metric from the table, simply click the 'x' located to the right of each row.

4. How to create **breakdowns** in Workspace



5. How to **share a project**

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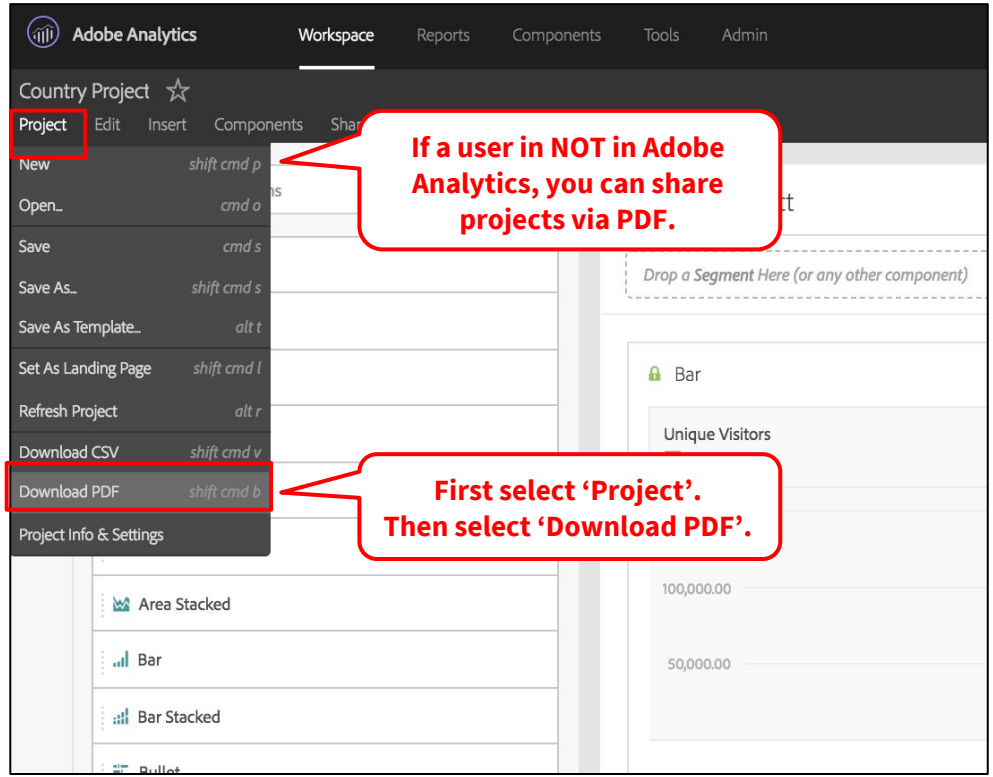

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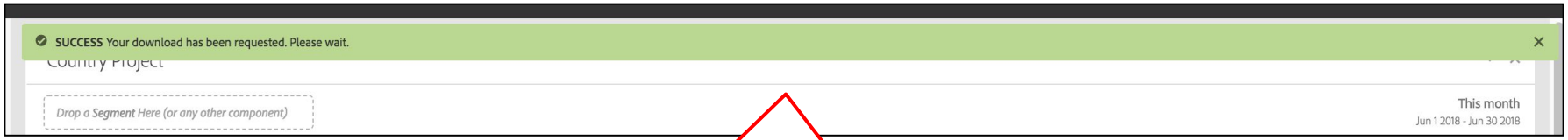

Your download will be requested.
It usually takes a few minutes for the download link to appear.

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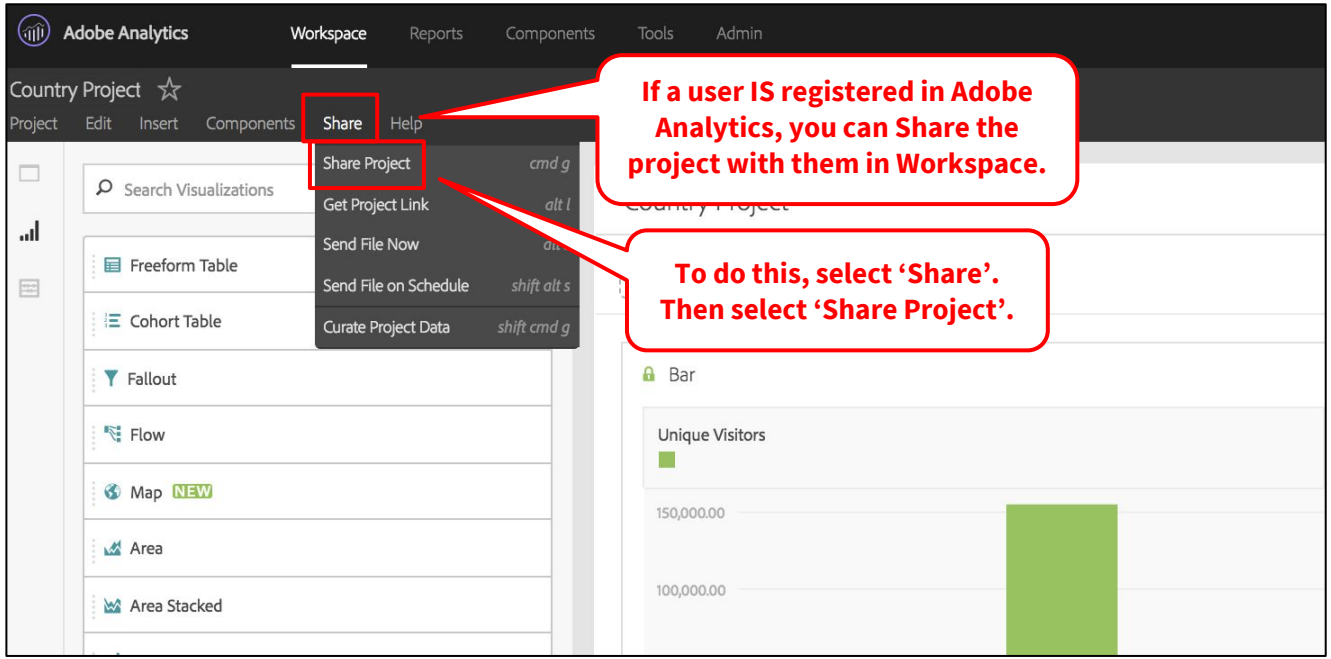

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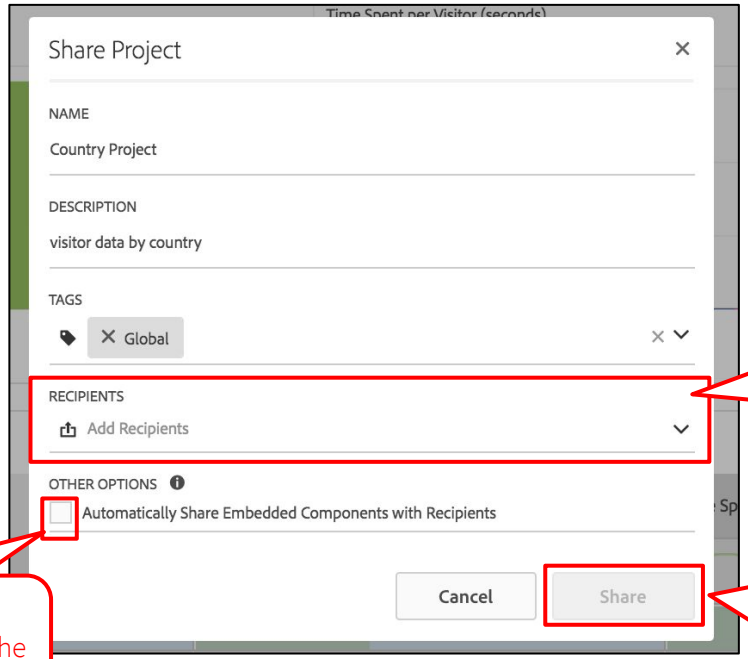


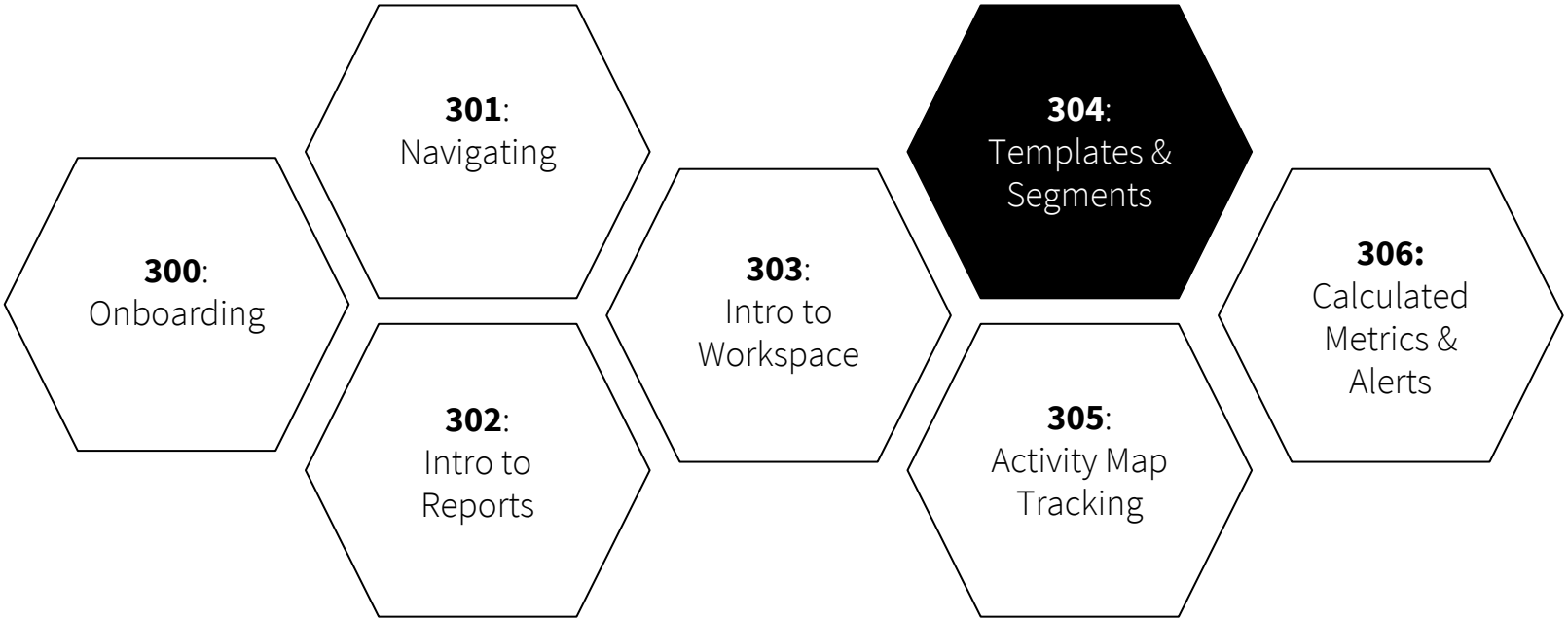
Add recipients. Recipients will only appear if they are a user in Adobe Analytics.

Check this box to share any segments or components in the project with recipients.

Click Share. The project will appear in that user's project list in Workspace. Best practice is to inform recipients as Adobe does NOT notify them.

Complete!

Questions?

dps-growthsolutions@cru.org

Next Module: Templates & Segments >>